

## INTERCOLLEGIATE BROADCASTING SYSTEM

526 West 112th Street  
New York 25, N.Y.  
Publications Manager  
John B. Pegram

Samuel Sharkey, Editor of NBC News will be the featured speaker at the General Session of the 1962 Intercollegiate Broadcasting System National Convention to be held at Yale University in New Haven, Connecticut on Saturday April 7th. Mr. Sharkey, a veteran of newspaper and broadcast news, was foriegn editor of the Philadelphia Inquirer and held various posts, including head of the national news desk, at the New York Times before joining NBC in 1955.

The Intercollegiate Broadcasting System (IBS) is a non-profit association of student-operated college radio stations. Founded in 1940 by two Brown University students, IBS is operated entirely by volunteers; members and alumni of college stations throughout the nation. Both of the founders, George Abraham and David W. Borst are still active in IBS.

115 West 115th Street  
New York 25, N.Y.  
Telephone Manager  
Room 8, Bryant

Samuel Shereck, Editor of NBC News will be the featured

speaker at the General Session of the 1963 Intercollegiate

Association System National Convention to be held at Yale

University in New Haven, Connecticut on Saturday, April 13.

The program, a variety of topics and in-depth

was foreign editor of the Philadelphia Inquirer and held

various posts, including head of the national news desk, at

the New York Times before joining NBC in 1955.

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stations. Founded in 1940 by two Brown University students,

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of college stations throughout the nation. Both of the founders,

George Armstrong and David W. Foster are still active in IBS.

Other speakers featured on the Saturday program include:  
Stephen C. Trivers, Account Executive, WCOP AM-FM, Boston,  
Robert Vance, Jr., General Manager, College Radio Corporation;  
Steve Fargotstein, General Manager, College Radio Network;  
Professor Leonard Doob, Yale University; Robert Teter, Vice  
President, Radio and Television Executives Society; Stephen A.  
Greyser, Assistant Editor, Harvard Business Review; members  
of the IBS regional and national staff; and representatives of  
several member stations.

-IBS-

Other speakers featured on the program include:  
Thomas C. Thayer, Account Executive, WCOZ, 4:45-5:00 PM  
Robert Vance, Jr., General Manager, College Radio Corporation  
Steve Lunsford, General Manager, College Radio Network  
The program will be broadcast on WCOZ, 1230 AM  
and on the College Radio Network, 1230 AM  
on the day of the event.

# INTERCOLLEGIATE BROADCASTING SYSTEM

## 1962 NATIONAL MEETING

### ADVANCE PROGRAM

- 8 to 10:30 am      Registration and Coffee Hour  
Tour WYBC
- 9:30 to 11:30      Morning Sessions
- A1      ENGINEERING  
Fm Applications, Bill Malone, IBS.  
Fm Technical Operations, Steve Lewis, WYBC.
- A2      ADVERTISING  
Common Problems of the Sales Department,  
Stephen Trivers, Account Executive WCOP, Boston.  
Representation for National Advertising, Robert Vance,  
General Manager, College Radio Corporation.
- A3      PROGRAMMING  
Building Better Newscasts, Charles Conrad, IBS.  
College Radio Networking, Steve Fargotstein,  
General Manager, College Radio Network.
- A4      MANAGEMENT  
Station Managers' Colloquium, Harry Joseph, IBS.  
Station Promotion, John Pegram, IBS.
- A5      PRODUCTION  
Production Techniques, Michael Skol, WYBC-FM.
- 12:00 to 1:15      LUNCHEON BANQUET - At Morey's
- 1:45 to 3:15      GENERAL SESSION  
Featured Speaker: Samuel Sharkey, Editor, NBC News.
- 3:30 to 5:30      Afternoon Sessions
- B1      ENGINEERING  
Carrier Current Transmission, Paul Baxter, WYBC.  
Audio Facilities of WRCT, Don Furgerson, WRCT.
- B2      AUDIENCE RESEARCH  
Listener Polling - Theory and Techniques, Professor  
Leonard Doob, Yale University.  
Surveying the College Radio Audience, Tom Bletcher, IBS.
- B3      FM  
Fm Applications, Charles Quigley, IBS.  
Fm Programming, Ed Richards, IBS.
- B4      STATION EXECUTIVES  
Station Image: Internal and External Management Tool,  
Stephen Greyser, Assistant Editor, Harvard Business Review.  
Marksmanship Management, Robert H. Teter, Vice  
President, Radio and Television Executives Society.
- 6:00 to ??      IBS NATIONAL AND REGIONAL STAFF  
Informan Dinner and Meeting

1968 NATIONAL MEETING

ADVANCE PROGRAM

Registration and Coffee Hour  
8 to 10:30 a.m.  
Tom W. YHC

Meeting Sessions  
8:55 to 9:15 a.m.

- A1 ENGAGEMENT  
The Applications, Bill Malone, 1968.
- A2 ADVERTISING  
The Technical Operations, New York, W. YHC

- A3 PRODUCTION  
Common Problems of the Station Department  
Stephen T. Perry, Assistant Executive, W. YHC  
Registration on National Advertising, Robert T. Perry  
General Manager, Columbia Radio Corporation
- A4 MANAGEMENT  
Radio Station Management, Charles G. Gossard, 1968  
College Radio Network, Steve Gossard  
General Manager, College Radio Network

Station Management  
Production Techniques, Michael Perry, W. YHC

LUNCHEON BANQUET - At Mosby's  
12:00 to 1:15

GENERAL SESSION  
1:45 to 2:15  
Featured Speaker: Samuel S. Barkley, Editor, NBC News

Afternoon Sessions  
2:30 to 3:30

- B1 ENGAGEMENT  
Editorial Content Transmission, Paul Barker, W. YHC  
Audio Facilities of W. YHC, Don Forrester, W. YHC
- B2 AUDIENCE RESEARCH  
Listener Behavior - Theory and Techniques, Professor  
Leonard D. Bopp, Yale University
- B3 SURVEYING THE COLLEGE RADIO AUDIENCE, Tom K. Barker, W. YHC

3:45 to 4:15  
FM Applications, Charles Gossard, 1968  
FM Programming, Ed K. Barker, 1968

STATION EXECUTIVES  
Station Image, National and State at Management  
Stephen T. Perry, Assistant Editor, Editor, W. YHC  
Management, Management, Editor, W. YHC  
President, Radio and Television Executive Council

1968 NATIONAL AND REGIONAL STAFF  
8:00 to 9:00  
Information and Meeting